Claims:

1. A grounding electrode of a process in which a web (W) having a first side and a second side is arranged to serve as a substrate, and a powdery layer is arranged to be formed on the first side of the web by applying electrically charged particles on the web while the grounding electrode is arranged to be located at the second side of the web, **characterized** in that the grounding electrode is a rotating device.

2. The grounding electrode according to claim 1, **characterized** in that it is a roll (2), an endless conductive wire, or belt.

3. A method for forming a powdery layer from powdery particles on a surface of a continuous web (W) comprising steps of:

- allowing the web having a first side and a second side to move between at least one charging unit of the powdery particles at the first side of the web, and at least one grounding electrode at the second side of the web being in a ground potential or another predetermined potential,
- applying on the first side of the web powdery particles, which are electrically charged in the charging unit, and
- finishing the powdery layer,

characterized in that the grounding electrode is a rotating device.

4. The method according to claim 3, **characterized** in that the charging unit comprises a corona charging electrode (1).

5. The method according to claim 3, **characterized** in that the charging unit comprises means for charging powdery particles by tribocharging.

6. The method according to claim 3, **characterized** in that the rotating device is a roll (2), an endless conductive wire, or belt.

7. The method according to claim 6, **characterized** in that the web is finished in a calender stack comprising a rotating grounding roll (2), a heated hard roll (3), and a resilient roll (4).